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receiver, and a processor, wherein said output device is capable of presenting mass medium program material, said receiver has a signal output coupled as an input to the processor, said processor has an output operatively connected to a control input of said memory, and said memory is operatively connected to said output device for communicating mass medium program material to said output device, said method comprising the steps of:

storing mass medium program material and [one or more] subscriber data, said [one or more] subscriber data designating a subject of interest of a subscriber;

receiving an instruct-to-generate signal;

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generating a schedule by processing said [one or more] subscriber data in response to said instruct-to-generate signal;

controlling said memory to communicate mass medium program material to said output device in accordance with said schedule; and

presenting said communicated mass medium program material at said output device.

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3. (Twice Amended) A method of communicating subscriber station information from a subscriber station to at least one [or more] remote station[s], said method comprising the steps of:

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- (1) storing subscriber data at a subscriber station;
- (2) receiving at said subscriber station at least one [or more] instruct signal[s] which [are] is used to generate a schedule and output mass medium program material in accordance with said schedule;
- (3) generating [one or more] subscriber specific data, said generating at said subscriber station directed by instructions from said at least one [or more] instruct signal[s];
- (4) receiving one of a viewer's [or] and a participant's response to a combined medium presentation at said subscriber station, said combined medium presentation including said mass medium program material; and
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- (5) transferring [one or more] said subscriber specific data from said subscriber station to at least one [or more] remote station[s] based on said step of receiving [a viewer's or participant's response].

4. (Twice Amended) A method of controlling a remote intermediate [data] transmitter station to communicate [data] at least one instruct signal to at least one [or more] receiver station[s, with], said remote intermediate [data] transmitter station including one of a broadcast [or] and a cablecast transmitter [for transmitting one or more signals which are effective at a

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receiver station to instruct a computer or processor], a plurality of selective [transmission] transfer devices each operatively connected to said one of said broadcast [or] and said cablecast transmitter [for communicating a unit of data], a [data] receiver for receiving said at least one instruct signal from at least one origination transmitter, a control signal detector, and one of a controller [or] and said computer for [capable of] controlling at least one [or more] of said plurality of selective [transmission] transfer devices, and with said remote intermediate [data] transmitter station adapted to detect the presence of at least one [or more] control signal[s], to control the communication of [specific] said at least one instruct signals in response to [detected specific] said at least one control signal[s], and to deliver at [its] said broadcast or cablecast transmitter said at least one [or more] instruct signal[s], said at least one [or more] instruct signal[s] being effective at said receiver station to generate a schedule and [to] output mass medium program material in accordance with said schedule, said method [of controlling] comprising the steps of:

- (1) receiving said at least one [or more] instruct signal[s] to be transmitted by the remote intermediate [data] transmitter station and delivering said at least one [or more] instruct signal[s] to [one or more] said origination transmitter[s];

(2) receiving said at least one [or more] control signal[s], said at least one [or more] control signal[s] operating at said remote intermediate [data] transmitter station to control [the] communication of said at least one [or more] instruct signal[s]; and

(3) transmitting said at least one [or more] control signal[s] to said remote intermediate [data] transmitter station before a specific time.

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5. (Twice Amended) The method of claim 4, further comprising the step of embedding a specific at least one [of said one or more] control signal[s] in one of said at least one [or more] instruct signal[s or in] and an information transmission containing said at least one [or more] instruct signal[s] before transmitting said at least one [or more] instruct signal[s] to said remote intermediate [data] transmitter station.

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6. (Amended) The method of claim 4, wherein said specific time is a scheduled time of transmitting one of said at least one [or more] instruct signal[s or some] and information associated with said at least one [or more] instruct signal[s] from said remote intermediate [data] transmitter station, wherein [and] said at least one [or more] control signal[s are] is effective at

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said remote intermediate [data] transmitter station to control [one or more of] said plurality of selective transmission devices at different times.

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7. (Twice Amended) A[n interactive] method for information delivery for use with an interactive image output apparatus, said interactive image output apparatus having at least one [or more] output device[s] for outputting said information and an input device for receiving input from a subscriber, said method comprising the steps of:

outputting a first sequence of images that one of contains [or] and explains at least one

receiver specific datum;

making an offer during said [first sequence of images for input in] step of outputting with respect [of] to said information;

receiving input from said subscriber at said input device in response to said offer, said interactive image output apparatus having a transmitter for communicating data to a remote site;

communicating said data to said remote site, said interactive mass medium output apparatus and said remote site comprising a network having a plurality of transmitter stations;

one of generating [or] and assembling, in said network, at least one [or more] message[s] which operates at said interactive image output apparatus to generate a schedule and to output a

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second sequence of images in accordance with said schedule, said interactive image output apparatus having a receiver for receiving a signal from [a] said remote station; and delivering said information [at said one or more] to said at least one output device[s] on the basis of said] based on said at least one [or more] message[s].

8. The method of claim 2, wherein said mass medium program material includes one of video and audio and said subscriber station further includes a switch operatively connected to said receiver, said method further comprising the steps of:

receiving a signal from a remote station, said signal containing said one of video and audio; and
controlling said switch to communicate said signal to one of said memory and said processor.

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9. (Amended) The method of claim 2, wherein said instruct-to-generate signal contains [one or more] software and data modules, said method having one from the group consisting of:

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~~detecting said instruct-to-generate signal in one of a television signal and one of a multichannel broadcast [or] and a cablecast information transmission;~~

~~[re]programming one of said memory and said processor based on information contained in said instruct-to-generate signal;~~

~~interconnecting a plurality of devices at said subscriber station to process and display information one of contained in [or] and communicated with said mass medium program material based on said instruct-to-generate signal;~~

~~controlling a decryptor in accordance with information contained in one of said instruct-to-generate signal and said mass medium program material;~~

~~generating at least one [or more] of a subscriber budget, financial analysis, recommended plan, and solution to a problem in accordance with said [one or more] software and data modules; and~~

~~using linear programming techniques, in accordance with said instruct-to-generate signal, to value information contained in said mass medium program material.~~

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~~10. (Amended)~~

The method of claim 2, further comprising the steps of:

analyzing said [one or more] subscriber data to value information contained in said mass
medium program material;

selecting at least a portion of said mass medium program material based on said step of

analyzing [said one or more subscriber data]; and

communicating said selected portion of said mass medium program material to said
memory.

11. (Amended) The method of claim 2, wherein said instruct-to-generate signal
designates a plurality of units of said mass medium program material, and [or] said memory
includes one of a plurality of storage devices [or] and a plurality of memory locations, said
method further comprising the step of:

communicating selected portions of said mass medium program material to at least one
[or more] specific memory location[s] of said plurality of memory locations.

12. The method of claim 2, wherein said step of controlling said memory to
communicate said mass medium program material is commenced in response to an output
control signal, said method further comprising the step of:

detecting said output control signal in an information transmission communicated from a
remote transmitter station.

13. (Amended) The method of claim 2, further comprising the steps of:

generating output information content by processing said [one or more] subscriber data in
response to said instruct-to-generate signal; and

outputting one of a combined [or] and a sequential presentation of said mass medium
program material and said generated output information content.

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14. (Amended) The method of claim 2, further comprising the steps of:

storing a module at said subscriber station in response to said instruct-to-generate signal;

and

inputting to a remote station [one or more] data of subscriber choice in accordance with

said module, said [one or more] data of subscriber choice communicating a response by said
subscriber to a combined medium presentation containing said communicated mass medium
program material.

15. (Amended) The method of claim 2, wherein said communicated mass medium program material present at least one [or more] of video, audio, and print and said output device outputs, one of simultaneously [or] and sequentially with said mass medium program material, at least one cost/benefit datum, said at least one [or more] of video, audio, and print advertising one of a product [or] and a service and said least one cost/benefit datum presenting a value of said one of said product [or] said service, said method further comprising the step of inputting one of (1) said [one or more] subscriber data and (2) [one or more] processor instructions which operate to compute said value.

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16. (Amended) The method of claim 2, wherein said output device is capable of outputting television programming and said subscriber station presents at least [some] a portion of said mass medium program material at said output device one of simultaneously [or] and sequentially with said television programming, said method further comprising the steps of:

receiving from one of a remote broadcast [or] and a cablecast transmitter station an information transmission containing [one or more] channels of programming, said information transmission containing said television programming and said instruct-to-generate signal;

communicating said television programming from said receiver to said output device;

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~~detecting a plurality of instruct signal types in a code portion of said information
transmission, said instruct-to-generate signal being of a first instruct signal type;
communicating said instruct-to-generate signal to said processor; and
controlling said memory to store and output said mass medium program material based
on one or more signals of a second instruct signal type.~~

17. (Amended) The method of claim 2, wherein said subscriber station includes a
detector operatively connected to said receiver and said instruct-to-generate signal is detected in a
code portion of an information transmission communicated from a remote transmitter station,
said information transmission containing one of (1) a television signal and (2) a multichannel
signal, said method further comprising the step of controlling a portion receiver to receive and
communicate an expanding and contracting code portion to said detector.

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18. (Amended) The method of claim 3, further comprising the steps of:
storing a software module at said subscriber station;
executing said software module in response to said at least one [or more] instruct
signal[s];

accessing said stored subscriber data under control of said software module; and

storing one of meter information [or] and monitor information evidencing [said step]

processing of [executing] said software module, said one of said meter information [or] and said monitor information [to be] is communicated to said at least one [or more] remote station[s].

19. (Amended) The method of claim 4, wherein said at least one [or more] instruct signal[s] includes higher language code to be assembled at one of said remote intermediate [data] transmitter station and said receiver station, said method further comprising the steps of:

communicating to said [one or more] origination transmitter[s] a second control signal, said second control signal operative at said one of said remote intermediate [data] transmitter station and said receiver station to assemble said at least [some] a portion of said at least one [or more] instruct signal[s].

20. (Amended) The method of claim 4, wherein said mass medium program material [is] includes video, said specific time is a time to output said video according to said generated schedule, higher language code contained in said at least one [or more] instruct signal[s] is assembled at one of said remote intermediate [data] transmitter station and said

receiver station, [and] wherein said at least one [or more] instruct signal[s are] is effective at said receiver station to modify a sequence of images in said video based on said schedule, said method further comprising the step of transmitting at least one of said sequence of video images to said receiver station.

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21. (Amended) The method of claim 4, wherein said mass medium program material includes video and audio and said generated schedule operates to organize communication of said mass medium programming from at least two [or more] memory locations, said method further comprising the step of transmitting at least one of (1) said video and audio to said receiver station and (2) a second instruct signal which operates at said receiver station to identify said video and audio.

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22. (Amended) The method of claim 7, wherein said at least one [or more] message[s are] is generated at said remote site and contains higher language code to be assembled at one of a remote computer and said interactive image output apparatus, said method further having one from the group consisting of:

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transmitting from said interactive image output apparatus one or more subscriber data to serve as a basis for one of assembling said [assembled] higher language code [or] and generating said at least one [or more] message[s], said network including a plurality of origination transmitter stations, said interactive image output apparatus being an origination transmitter station;

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aggregating in said network subscriber data inputted in response to one of said first sequence of video images and said information, said aggregated subscriber data to serve as a basis for delivering said information;

transmitting data and an intermediate generation set from at least one [or more] of said plurality of origination transmitter stations in said network, said data and said intermediate generation set are operative at one of said remote site, said remote computer, and said interactive image output apparatus to perform one of (1) assembling said higher language code and (2) generating said at least one [or more] message[s]; and

transmitting video and said higher language code from said at least one [or more] of said plurality of origination transmitter stations, said video and higher language code operative in said

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network to deliver said information at said output device and output said information to said subscriber.

23. (Amended) The method of claim 7, wherein said first sequence of images contains said at least one receiver specific datum, said method [further] further comprising the steps of:

receiving an instruct signal at said interactive image output apparatus; and

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one of placing said at least one receiver specific datum at [or] and clearing said at least one receiver specific datum from a memory in response to said at least one instruct signal.

24. (Amended) The method of claim 7, wherein said interactive image output apparatus includes a plurality of output devices and said first sequence of images explains said at least one receiver specific datum, said method further comprising the steps of:

receiving an instruct signal at said interactive image output apparatus; and

communicating one of (1) said at least one receiver specific datum and (2) said second sequence of images to one of [said plurality] placing said at least one receiver specific datum at